

**THE PERFECT
RECIPE FOR
BRINGING OUR
STORY TO LIFE**



TASTE
PURE NATURE



NEW ZEALAND
BEEF & LAMB

**OUR
PURPOSE**

**TO NURTURE THE FINEST
NATURAL TASTE EXPERIENCES**



WELCOME TO OUR BRAND RECIPE BOOK

This simple book tells the story of how our meat is so uniquely produced and why it tastes so naturally delicious.

What we have created is a country of origin brand, representing the best of New Zealand's beef and lamb as well as our farmers and industry stakeholders.



As a country of origin brand, it has been deliberately designed to act as a primary navigation tool for consumers and retailers, to serve as a shortcut to trust and understanding as to what sets our country's meat apart from the rest of the world.

It is intended to work alongside producer brands, who will tell their individual stories, but within the context of the country they are from.

Its core role is to provide a strong base promise for red meat from New Zealand they can then leverage in their own marketing efforts.

On the following pages you'll discover how we will be presenting our beef and lamb in vital markets around the world.

OUR UNIQUE PLACE

*No other place
comes close*

Tucked down in the farthest corner of the South Pacific, New Zealand isn't the easiest place to get to, but that is part of what makes it the perfect place to produce the most naturally delicious beef and lamb in the world.

The pollution, dense populations and crowded farming conditions that so many other producers in the world have to contend with don't feature in our approach.

The air in New Zealand is the purest in the world. Crystal clear rainfall is more than plentiful all year round. This helps us grow incredibly lush meadow grass, the natural diet of cattle and sheep, all year round.

Even latitude and longitude smile on us because we have the ideal temperate climate to allow our animals to live contentedly outside through all the seasons.



OUR UNIQUE APPROACH

*There are no farms,
or farmers, like ours.*

New Zealand is blessed with vast, wide open spaces. This is where you'll find our farms. They aren't cramped, over-crowded or factory-like as you can find in other parts of the planet.

Instead, our farms provide a stress-free place for our animals to live. It is a calm existence where they can roam and enjoy their natural grass diet - the only diet that can give meat the most wonderfully natural flavour.

But one of the most vital ingredients of our beef and lamb is our farmers. Their approach is as unique as the country they love to work and live in.

They are a deeply committed and devoted community of people, often family based, who work closely together with immense passion, to ensure that what they love doing is eventually what people around the world will love eating.

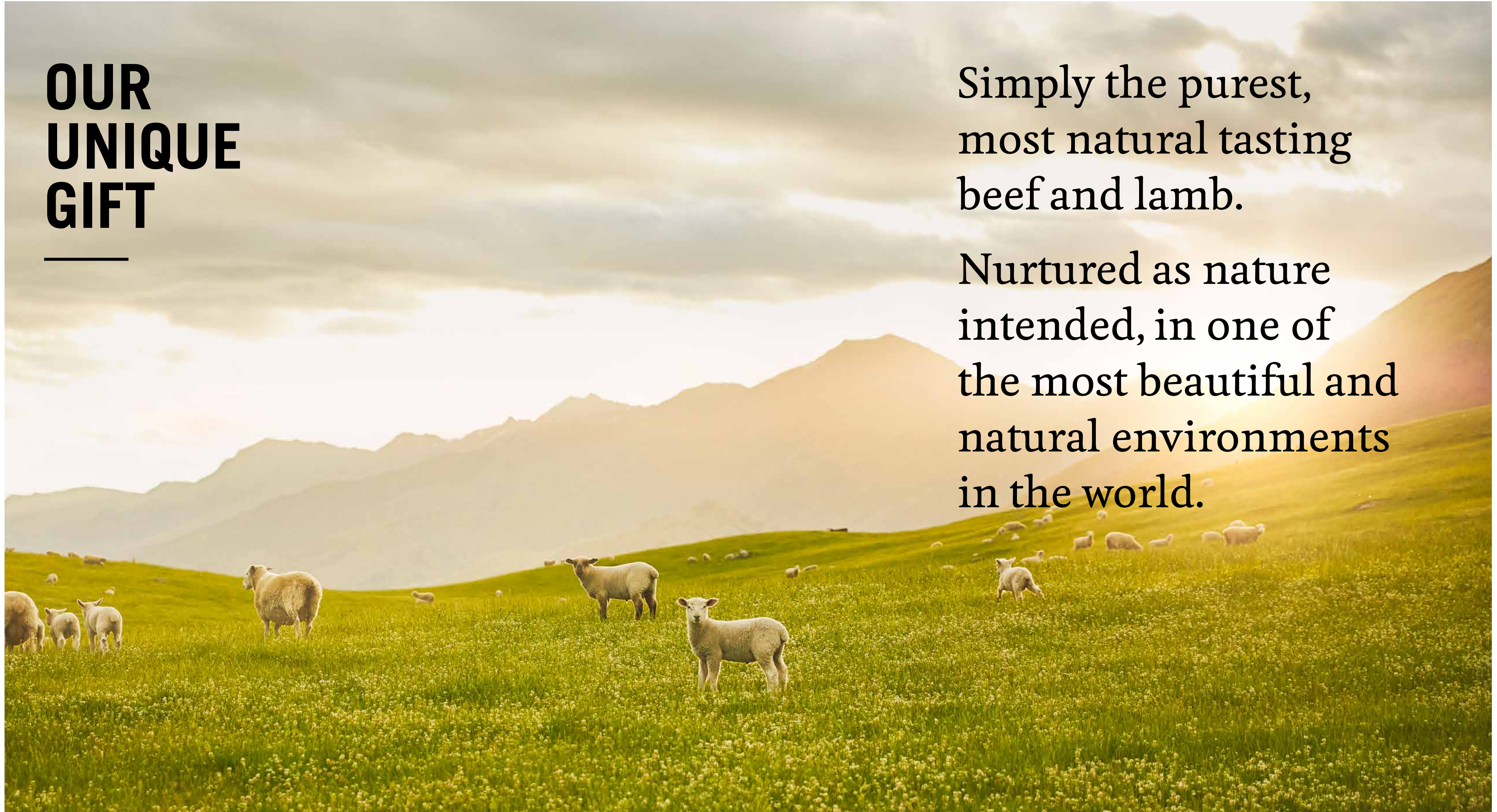
Our farmers are committed to producing the most natural tasting meat in the most natural way. They work with the rhythms of nature. They adapt to the seasons. They prefer a calm approach to nurture their animals. And that is another reason it all tastes so good.



OUR UNIQUE GIFT

Simply the purest,
most natural tasting
beef and lamb.

Nurtured as nature
intended, in one of
the most beautiful and
natural environments
in the world.



SUMMED
UP IN OUR
BRAND
PROMISE

TASTE
PURE
NATURE



OUR BRAND STORY

Nature is the best producer of food, no question.

And in our remote, unspoilt corner of the world we enjoy some of nature's best growing conditions.

Our climate is gentle, with clear blue skies and plentiful fresh rains that nourish young, fertile soils.

Our wide open spaces are brimming with lush, green grasses that animals roam through and graze on, freely and happily.

As farmers we work with these natural gifts to produce the one thing you can only get from New Zealand beef and lamb.

That's the taste of pure nature.



OUR COMPETITIVE ADVANTAGE

We compete
through our
Authentic
Naturalness.

A mindset that informs
everything we do, from on our
farms, to our partnerships
and how we connect with our
customers and consumers.

On the following pages are the values that our farmers firmly
believe in that deliver our unique approach to farming.

*Our Brand
Values*

**WE ARE IN THE NATURAL
FOODS BUSINESS**

THE CUSTOMER'S
TASTE IS KING

IT'S IN OUR NATURE
TO INNOVATE

WE ARE GENUINE
AND OPEN

WE WORK WITH THE
RHYTHMS OF NATURE

WE NURTURE HAPPY,
HEALTHY ANIMALS

WE WORK TOGETHER
FOR GOOD



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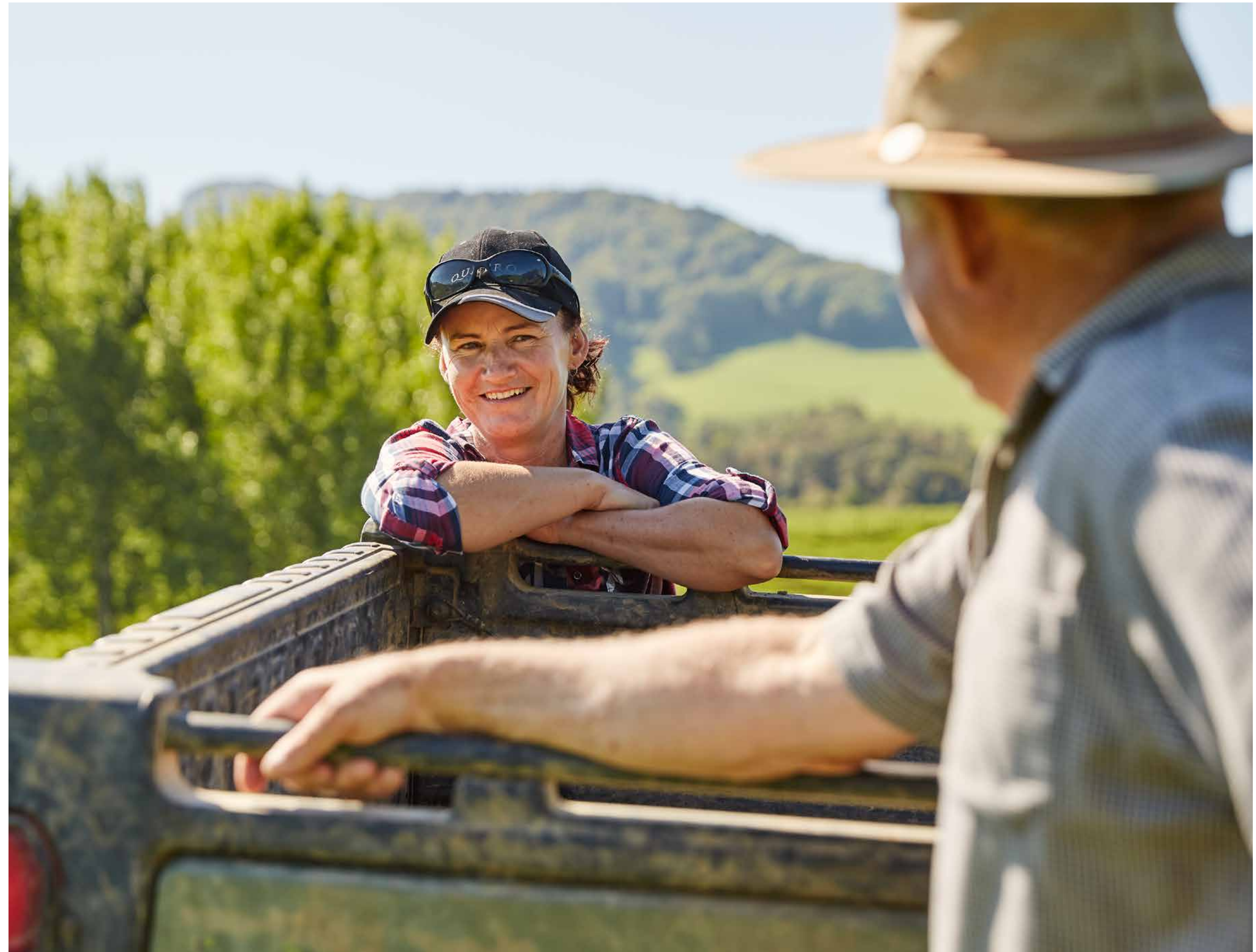
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QUALITY ASSURANCE

Behind it all, there is nothing that matches our quality assurance. Backing up our incredible, edible product is something else unmatched – one of the most rigorous and comprehensive quality assurance programmes.

Our priority is taste. But that doesn't diminish our approach to quality. We believe you can't have one without the other.

All New Zealand beef and lamb is farmed and processed under the strictest New Zealand Government regulations for food safety and sustainability.

More importantly, all New Zealand beef and lamb that carries our brand mark is overseen by a nationwide Quality Assurance system. This system, called the New Zealand Farm Assurance Programme (NZFAP), is so important that it is officially audited by the New Zealand Government owned AsureQuality.

The NZFAP is an internationally accredited ISO/IEC 17065 assurance scheme for process and production verification. If our product doesn't meet this standard, you will never see it.

It is a guarantee that when you taste our beef and lamb, you really are tasting pure nature.



OUR BRAND PERSONALITY



INDEPENDENTLY SPIRITED

A world away from the norm, we do things our way. Positioned at the edge of the earth, we're deeply connected to the land and its inhabitants. Our diverse and unspoilt landscape is the secret to our unique-tasting products.

GROUNDED HONESTY

Straight-talking with a wry sense of humour, we're experts in the field. We believe beauty exists beyond perfection - rustic and rugged, as nature intended. Everything we do is genuine, and we pride ourselves on transparency.

NURTURING EXPERTISE

We work with the rhythm of nature. Descended from generations of traditional farmers, our knowledge is rooted in instinct. We give to the earth and the earth gives back - the truest cultivation for premium-quality meat.

CONSCIOUS MINDSET

We know our consumers because we are our consumers. Our love for the land and our animals is at our core and we strive for the best for our consumers, our farmers and the earth. We're not following the herd, it's just what comes naturally.

OUR TONE OF VOICE

*The way we speak
and present ourselves
is very much the
New Zealand way.*

We are Independently spirited.
We like to do things our way, and
living a world away from the norm,
we are deeply connected to the land
and its' inhabitants.

Honesty is everything. We pride
ourselves on being genuine and pride
ourselves on our transparency. And
being Kiwi's we prefer straight talking
with a wry sense of humour.

We might be experts in our field
(and paddocks), but we don't have
time for arrogance.

Our farmers love what they do and take
such pride in what they produce, that
'enthusiasm' is very much part of our voice.

'Natural-ness' is everything to us, from
how we come across to how we actually
farm our animals.

And being 'trusted' is very much part
of the New Zealand Beef and Lamb
personality. We ensure that our farmers
maintain the highest standards of food
production. And all our farmers have to
adhere to strict, Government-mandated
quality controls.



OUR MESSAGING HIERARCHY

We lead with taste

TASTE PURE NATURE

Simply the most natural tasting beef & lamb

Supported by our three brand pillars

1. OUR UNIQUE PLACE

New Zealand is a truly unique place, lush, natural environment that is one of the best places on earth to grow food far away from mass populations and pollution.

✓ *informing*

Calmer, more peaceful farming, 'slower' by nature. Authentic people working with the rhythms of nature.

2. OUR UNIQUE APPROACH TO FARMING

Happy, Healthy Animals

Animals allowed to graze naturally roam freely and happily in wide open spaces, living the way nature intended.

Grass Fed All Day, Every Day

Abundant grasses growing in young, rich soils under beautiful blue skies, that gift bright sunshine and regular fresh rains. Growing the way nature intended.

Connected Community Relationships

New Zealand farming is a deeply committed and connected way of life. Working closely together for generations - as families, communities and an industry as a whole.

✓ *creating*

3. UNIQUE, NATURAL TASTE EXPERIENCES

Rewarding a great choice. People can feel good and enjoy the most natural taste possible. The pure original taste of New Zealand, just as nature intended.

Underpinned by

NATIONWIDE QUALITY ASSURANCE

Underpinned by a nationwide Quality Assurance system called the New Zealand Farm Assurance Programme (NZFAP), officially audited by the New Zealand Government owned AsureQuality. NZFAP is an internationally accredited ISO/IEC 17065 assurance scheme for process and production verification.



OUR KEY MESSAGING

Key Message Examples

There are many ways to simply express our brand around the world, these are just some examples of our important core messages.

Take home the most natural taste.

Nature is the best producer.

Nature is the best producer. Our farmers know that.

The most natural taste, from the most natural farms.

Our Brand Story

(the super short version)

In our unspoilt corner of the world, we work with nature to produce the most natural tasting beef and lamb. Taste pure nature. New Zealand beef and lamb.



IN SUMMARY

Our Purpose

**TO NURTURE
THE FINEST
NATURAL TASTE
EXPERIENCES**

Our Unique Gift

**SIMPLY THE
PUREST, MOST
NATURAL TASTING
BEEF AND LAMB**

Beef and lamb that
is nurtured as nature
intended, in one of
the most beautiful and
natural environments
in the world.

Our Brand Promise

**TASTE
PURE
NATURE**

Our Brand Values

We are in the natural foods business
The customer's taste is king
It's in our nature to innovate
We are genuine and open
We work with the rhythms of nature
We nurture happy, healthy animals
We work together for good



LET'S GET COOKING!

So go on, join us, as together we bring our brand to life globally ...for what we do on farm is the story we tell in market, and what we do in market must reflect the story we tell.



GET IN TOUCH



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